



**NJ DEPARTMENT OF STATE  
OFFICE OF FAITH-BASED INITIATIVES GRANT PROGRAM**

**SOCIAL INNOVATION**

The mission of the Office of Faith-based Initiatives is to eliminate all barriers to funding and other resource opportunities, create greater access for partnership and enhance the capacity of faith and community-based organizations to effectively design and implement socially innovative programs designed to measure for impact.

The **Social Innovation (SI) Request for Proposal (RFP)** seeks to support creative responses to an opportunity recognized, develop a social value proposition that brings value to its target population, has an articulated theory of social change, and that the program is designed to measure for impact. The SI grants are geared to nurture an environment that allows for the continual implementation of transformative community approaches.

If awarded, grantees may receive up to two years of grant support. The grant is not a two year grant; it's actually two one year grants where grantees would have to reapply annually. After year one funding, the capital will be reduced by 50% for year two. For example in year one, the grantee will receive 100% of the award. In year two, the grantee will receive 50% of their year one award. If programs are not deemed renewable based on their final report, unable to reach negotiated benchmarks, the inability to measure for impact and are unable to identify and access other financial resource, grants may not be renewed for year two.

**Grant Awards are Subject to the Availability of Funding  
Current Grantees are Eligible to Apply Under this Grant**

**All Service Categories Funded Under this RFP Must Adhere to the Following:**

The project submitted must be socially innovative in its implementation. Social Innovation is the development and eventual scaling of promising and potentially transformative approaches that solve critical problems. An approach is "transformative" if it:

- Has the potential to affect how the same challenge is addressed in other communities;
- Addresses more than one critical challenge concurrently;
- Produces significant cost savings through gains in efficiency;

**Eligibility Criteria:**

Applicant must:

- Be a faith-based non-profit and/or community-based organization;
- Be incorporated in the State of New Jersey as a non-profit corporation or a foreign non-profit corporation. A foreign non-profit corporation must provide a copy of the corporation's "Certificate of Authority;"
- Be tax-exempt by determination of the Internal Revenue Service in accordance with Section 501( c )3;
- Be in good standing with the Department of Treasury, Business Service Center;
- Be registered with the New Jersey Division of Consumer Affairs, Charitable Registration and Investigation Section.

**Ineligible Applicants:**

- Houses of Worship
- Colleges/Universities

**Social Purpose Alliances - SPA (another phrase for collaborating partners):**

- May not partner with the lead organization's sister organization and/or for profit and non-profit organizations led by the same person or governing entity;
- Houses of Worship are eligible to partner as a SPA partner collaborating organization, but cannot receive state funds that are granted to lead organizations;
- NJOFBI FY'16 grant award cannot be used to sub-contract with other organizations.

**The SI Grants will not Fund the Following Types of Programs:**

- Summer Camps
- Day Care/Early Childhood Developmental Centers
- Homework and Tutorial Programs

## **Grant Awards are Subject to the Availability of Funding**

**Category Descriptions:**

<b>Service Category</b>	<b>Maximum Request</b>	<b>Total Funding Available</b>
<b>Youth College Readiness</b>	<b>\$20,000</b>	<b>\$215,000</b>
<b>Youth Entrepreneurship</b>	<b>\$20,000</b>	<b>\$80,000</b>
<b>Microbusiness Development</b>	<b>\$40,000</b>	<b>\$80,000</b>

**College Readiness Program**

- The College Readiness grant program will be awarded to organizations whose focus is to help students that fall below 125 percent of the federal poverty level. The projects theory of social change should significantly increase the number of underrepresented students who enter and remain in postsecondary education. Organizations applying for Youth College Readiness must identify high school students that are eligible for free or reduced breakfast and/or lunch and alternative students that are academically excelling and are either college ready or have the potential to become college ready. Programs must create an educational component that introduces students to the rigorous academic demands expected of them during their college years. The goal of the program is to get students that are excelling academically to apply to 4 year institutions inside or outside the state of NJ. There must be a minimum of 5 college applications submitted and the College Readiness Grant should be used to support the application fee if students are not eligible for waivers. Students must participate in PSAT/PACT, they must score competitively in either. FAFSA and HESA must be completed and submitted and this must be done by the grantee. College tours experiences should be planned, coordinated, and implemented.

**Youth Entrepreneurship Program:**

- The Youth Entrepreneurship grant will be awarded to organizations whose will include students that fall below 125 percent of the federal poverty level, start and grow micro businesses by providing quality training, counseling, and access to capital and other

needed resources. The overall goal of the Youth Entrepreneurship program is to incorporate math and literacy skills in the context of building a business plan. Improve academic performance. Funded projects must be able to indicate how many classes have been held, the total number of graduates, total number of businesses created, total number of jobs created, and the economic and social impact of the seed capital provided. Eligible participants of the Youth Entrepreneurship program must be between the ages of 12 and 17 years old. Organizations seeking funding under this category must have a curriculum based instruction that has been tested for impact and approved by the OFBI. Organizations applying for Youth Entrepreneurship must collaborate with a middle, high school, and/or alternative school.

#### **Microbusiness Development:**

- The Microbusiness Development grant will be awarded to organizations whose will include at students that fall below 125 percent of the federal poverty level, start and grow microbusinesses by providing quality training, counseling, and access to capital and other needed resources. The overall goal of the microbusiness development strategy is to build strong businesses that transform lives, strengthen families and creates thriving, sustainable neighborhoods. Organizations seeking funding under this category must indicate their role in implementing a similar program for the OFBI. Organizations seeking funding under this category must have a proven track record of providing the services for a minimum of five consecutive years. They must be able to indicate how many classes have been held and will be held, the total number of graduates past and projected, total number of businesses created past and projected, total number of jobs created past and projected, and how many microbusiness loans have been acquired based on the organizations training and access to resources past and projected.

## **Application Due Date: June 12<sup>th</sup>, 2015 @ 4:59PM**

#### **Program Funding Provisions:**

*All grant recipients will be required to comply with items listed below.*

- **Nondiscrimination by Religious Organizations and Entities**  
Applicants agree that if provided funds for the expansion or development of a specific program from the New Jersey Department of State Office of Faith-based Initiatives, they will not discriminate against any employee or applicant for services or participation in the proposed program on the basis of religion, race, gender and/or physical disabilities.
- **Recognition of Cultural Sensitivity**  
Applicants must assure programs are linguistically appropriate and culturally relevant to groups within the community. Appropriate accommodations for services will be developed and maintained for those individuals who are deprived of reasonable access to those services due to language barriers or ethnic and cultural differences. All programs and services *must* be reflective of the demographic needs of the community, while providing all people the opportunity to experience any and all available services irrespective of their ethnic or cultural heritage.

#### **Program Procedures:**

Applications are submitted to the OFBI on the System for Administering Grants Electronically (SAGE) and reviewed by an outside independent panel. Recommendation for funding is based

solely on the merit of the application. **Applications that are rated 69 percent or lower will not be considered for funding.** Award and denial letters are e-mailed to the appropriate organizations via the SAGE system. **OFBI funding period is from July 1, 2015 to June 30, 2016.**

At the execution of the contracts grantees will receive 50 percent of the grant funds. The remaining 25 percent will be released with the timely and accurate submittal of the grantees midterm report. The final payment will be released upon the timely submittal and accuracy of grantees final reports. Release of funding is also contingent upon participation in mandatory training and technical assistance sessions.

## **APPLICATION REQUIREMENTS**

### **Grant Awards are Subject to the Availability of Funding.**

The proposal is to be submitted via the Department of State - System for Filing Grants Electronically (SAGE) no later than **4:59 PM, June 12, 2015**

All applications **must** consist of and include the following items in order to be considered complete:

#### **APPLICATION FORMAT & SCORING**

##### **SECTION 1 Executive Summary**

- Provide an overall statement and summary of the proposal.

##### **SECTION 2 Organizational Capacity**

**10 points**

- Indicate a brief history and governing structure of the organization and its internal capacity for providing the service.
- Present the qualifications of the key individuals who will implement the project to undertake the activities you propose.

##### **SECTION 3 Statement of Need**

**10 points**

- Describe the specific geographic area the initiative will target.
- Describe the social issue(s) you intend to impact and the consequences it has for the community.
- Provide demographic and other data to document the need using facts and statistics to support your conclusions.

##### **SECTION 4 Statement of Collaboration**

**5 points**

- Please indicate the social purpose alliances and the roles that the key partners will play in the implementation of project.
- Applicants are required to have a minimum of 3 social purpose alliances.

##### **SECTION 5 Project Description**

**50 points**

##### **A. PROJECT SUMMARY:**

**5 points**

- Title of the Project;
- Names of those that will be implementing the project;
- Qualifications of those involved in the implementation of the project;

- Explain the social issue that is being addressed;
- Describe the project's social value proposition;
- Describe the project's social theory of change;
- What is the desired social impact of the project
  - Describe how the community/society benefit from the project;
  - Describe how the project monetize the social value of its impact;
  - Describe how the results of the project will be shared with other practitioners

**B. PROJECT DESIGN:**

**10 points**

- Explain in detail the social innovation, how will it be implemented and answer the following questions:
  - What prompted the organization to recognize the opportunity?
  - State the project's social value proposition.
  - How will you know if it resonates with the community and whether there's a demand for your project among the target population?
  - What long term social impact will your project create?
  - How will the lives of people in the community be different as a result?
  - How will you monetize the social value?
  - How will you share results with other practitioners?
  - Describe how this approach will deliver superior outcomes compared with other approaches.
  - How is it different from other projects currently being implemented?
  - **Upload the completed logic model (under appendices)**

**10 points**

**C. TARGET POPULATION: (Not to exceed 5,000 characters)**

- The target population must include individuals and/or families that are 125 percent below the federal poverty guidelines.
- Indicate the target population that will receive services and the projected number of clients that will participate in the program.

**D. PROJECT GOALS: (Not to exceed 5,000 characters)**

**10 points**

**College Readiness Program Goals**

- How many students and families will receive information about postsecondary benefits, opportunities, planning, and career preparation?
- How many students will receive information on financing options including activities that promote financial literacy and debt management among students and families?
- What is your plan for outreach activities to students who may be at risk of not enrolling in or completing college?
- How many students and families will you assist in successfully completing the Free Application for Federal Student Aid (FAFSA) & the NJ Higher Education Student Assistance Authority Grants (HESSA) and Grants & applying for scholarships
- What specific activities will you undertake, including but not limited to tutoring, and mentoring, to increase students' ability to successfully complete the coursework required for a post-secondary degree? How many students will participate in these activities?

**Youth Entrepreneurship Program Goals**

- How many youth entrepreneurship courses will be held?
- What is the total number of students projected to attend the courses?

- How many participants do you expect will graduate with completed business plans?
- How many graduates will receive seed capital not to exceed \$500? (Note: Capital cannot be given directly to the students. The organization must be the financial steward of the capital)
- How many microbusinesses will be created and launched?
- How many jobs do you project these businesses will create and how much will are those jobs projected to pay?
- What is your projected number of “pitch competitions” to local businesses that will support startup costs beyond the \$500 seed capital provided by award
- What other goals and outcomes, if any, do you expect to achieve?

**Microbusiness Development Goals:**

- How many microbusiness classes will be held?
- How many students will participate in microbusiness courses?
- What is your expected graduation rate?
- How many total microbusinesses will be created and launched?
- How many jobs will be created and how much will they pay?
- How many microbusiness loans will be acquired for start-ups?
- What will the average amount of a microbusiness loan be?
- How many participants will you assist to repair their credit and successfully access seed capital as a result?
- What other goals and outcomes, if any, do you expect to achieve?

**E. EVALUATION:**

**10 points**

Social innovation is the process of developing, testing, and honing new and potentially transformative approaches to existing social issues. Performance measurement systems are approaches that allow for the use of data to move the needle for social impact

- How will you collect and use the data?
- How will you know if you’re having an impact?
- What will happen if the data shows that what you’re doing isn’t working?

**F. SUSTAINABILITY:**

**5 points**

- Explain how the project will sustain itself with current and future funding. What plan will be implemented to assure access to other financial, human, and technological resources to support the project?
- What specific funders, if any, have committed resources to this initiative?
- What other funders have you identified that you plan to request support from in the future?
- How will you use your evaluation results to demonstrate impact and attract investors who value that impact?

**G. PROJECT TIMETABLE & DAYS and HOURS OF OPERATION:**

- Indicate the project start and end date.
- Indicate days and hours of operation.
- Indicate if project occurs during summer months, non-summer months, or is project year-round.

**SECTION 6 Budgets****20 points**

- Complete all budget forms included on the SAGE system;
- Must indicate a 5 percent cap on Executive Director salary;
- Total salary expenditure including Executive Director can't exceed 50% of the total OFBI award;
- Must include a 50% in-kind match

**SECTION 7 Required Appendices****5 points**

**Please attach the following documents under the Required Appendices section in SAGE:**

- Copy of Certificate of Incorporation
- Copy of IRS 501(c)3 Status Determination Letter
- Board Resolution
- Three Letters of Support from social purpose alliances
- State of New Jersey W-9 Questionnaire
- Copy of Most Current Certificate of Standing
  - The Certificate of Standing may be ordered on line for a fee.
    - Go to [www.nj.gov/njbgs](http://www.nj.gov/njbgs)
    - Go to "I Want To" click on "Obtain Standing Certificate"
    - Scroll down to "Service Options" click "Online"
    - Click "Order Certificate"

**SECTION 8 Appendices**

- Job description and resume of key personnel (executive leadership, fiscal management, program staff)
- Logic Model
- SROI
- Organization Chart

## **Grant Awards are Subject to the Availability of Funding**

- **Application Due Date: 4:59PM, June 12, 2015.**
- **Applications that are missing requested information will be disqualified from review.**
- **Applications that are rated 69 percent or lower will not be recommended for funding.**